

In the Claims

Claims 1-28 (cancelled).

29. (New) An integral unit for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, the integral unit comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

30. (New) The integral unit of claim 29, wherein the integral unit is a central processing unit.

31. (New) The integral unit of claim 29, wherein the integral unit is a memory device in communication with a central processing unit.
32. (New) The integral unit of claim 31, wherein the memory device is a read-only memory device.
33. (New) The integral unit of claim 31, wherein the memory device is a random-access memory device.
34. (New) The integral unit of claim 29, wherein the integral unit communicates with an input device to enter commands into the integral unit.
35. (New) The integral unit of claim 34, wherein the input device is a keypress device.
36. (New) The integral unit of claim 34, wherein the input device is a mouse device.
37. (New) The integral unit of claim 34, wherein the input device is an optical scanning device.
38. (New) The integral unit of claim 34, wherein the input device is a magnetic scanning device.
39. (New) The integral unit of claim 34, wherein the input device is a voice-activated input device.

40. (New) The integral unit of claim 29, wherein the monitoring device further comprises a keypress device.
41. (New) The integral unit of claim 29, wherein the monitoring device further comprises a mouse device.
42. (New) The integral unit of claim 29, wherein the monitoring device further comprises a scanner device.
43. (New) The integral unit of claim 42, wherein the scanner device further comprises an optical scanner.
44. (New) The integral unit of claim 42, wherein the scanner device further comprises a magnetic scanner.
45. (New) The integral unit of claim 29, wherein the television is a computer monitor.
46. (New) The integral unit of claim 29, wherein the television is a cable-ready television.
47. (New) The integral unit of claim 29, wherein the television is a personal computer.
48. (New) The integral unit of claim 29, wherein the programming and advertising content is transmitted to the television via at least one of a television communication system, a telephone communication system, a wireless communication system and a fiber optic communication system.

49. (New) An integral unit for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, at least one of the plurality of viewing premises being a public location, the public location being at least one of a hotel, a bar, a hospital, an office, an airport, a train station and a bus station, the integral unit comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

50. (New) An integral unit for measuring viewer behavior related to television content displayed on a television, the television being situated in a plurality of viewing premises, the integral unit measuring viewer behavior at less than all of the plurality of viewing premises, the integral unit comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

51. (New) A set top box for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, the set top box comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for
generating a time-stamped data representative of the time occurrence
corresponding to the event data;
a data latching device for continuous capturing and storing of the time-stamped
data and the event data; and
a database for storing the time-stamped data and event data captured and stored
by the data latching device, wherein the programming and advertising
content is transmitted to the television with an Internet access signal.

52. (New) The set top box of claim 51, wherein the set top box communicates with an
input device to enter commands into the set top box.

53. (New) The set top box of claim 52, wherein the input device is a keypress device.

54. (New) The set top box of claim 52, wherein the input device is a mouse device.

55. (New) The set top box of claim 52, wherein the input device is an optical scanning
device.

56. (New) The set top box of claim 52, wherein the input device is a magnetic scanning
device.

57. (New) The set top box of claim 52, wherein the input device is a voice-activated input
device.

58. (New) The set top box of claim 51, wherein the monitoring device further comprises a keypress device.
59. (New) The set top box of claim 51, wherein the monitoring device further comprises a mouse device.
60. (New) The set top box of claim 51, wherein the monitoring device further comprises a scanner device.
61. (New) The set top box of claim 60, wherein the scanner device further comprises an optical scanner.
62. (New) The set top box of claim 60, wherein the scanner device further comprises a magnetic scanner.
63. (New) The set top box of claim 51, wherein the television is a computer monitor.
64. (New) The set top box of claim 51, wherein the television is a cable-ready television.
65. (New) The set top box of claim 51, wherein the television is a personal computer.
66. (New) The set top box of claim 51, wherein the programming and advertising content is transmitted to the television via at least one of a television communication system, a telephone communication system, a wireless communication system and a fiber optic communication system.

67. (New) A cable box for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, the cable box comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

68. (New) The cable box of claim 67, wherein the cable box communicates with an input device to enter commands into the cable box.

69. (New) The cable box of claim 68, wherein the input device is a keypress device.

70. (New) The cable box of claim 68, wherein the input device is a mouse device.

71. (New) The cable box of claim 68, wherein the input device is an optical scanning device.

72. (New) The cable box of claim 68, wherein the input device is a magnetic scanning device.

73. (New) The cable box of claim 68, wherein the input device is a voice-activated input device.

74. (New) The cable box of claim 67, wherein the monitoring device further comprises a keypress device.

75. (New) The cable box of claim 67, wherein the monitoring device further comprises a mouse device.

76. (New) The cable box of claim 67, wherein the monitoring device further comprises a scanner device.

77. (New) The cable box of claim 76, wherein the scanner device further comprises an optical scanner.

78. (New) The cable box of claim 76, wherein the scanner device further comprises a magnetic scanner.

79. (New) The cable box of claim 67, wherein the television is a computer monitor.
80. (New) The cable box of claim 67, wherein the television is a cable-ready television.
81. (New) The cable box of claim 67, wherein the television is a personal computer.
82. (New) The cable box of claim 67, wherein the programming and advertising content is transmitted to the television via at least one of a television communication system, a telephone communication system, a wireless communication system and a fiber optic communication system.